

ABSTRACT

A method and apparatus provide interactive audience participation at
5 live spectator events. Enjoyment for a plurality of spectators is enhanced.
Participating spectators employ wireless interactive devices that present a
promotional message and include user input and output interfaces. Spectators
are queried, and enter answers via the user input interface. The answers are
transmitted to a central processor, stored as spectator data, and processed into
10 results. A visual display or the user output interface announces the results to
the spectators.